

# Accessibility And Facilities As Determinants Of Gen Z Tourists Interest In Returning To Cunca Wulang

Estikowati<sup>1\*</sup>, Lusiana Dominique Jempalu<sup>2</sup>, Anisa Zuhria Sugeha<sup>3</sup>

<sup>123</sup> Diploma Program in Tourism, University of Merdeka Malang  
Jl. Bandung No. 1, Klojen, Malang

\*Corresponding Author: [estikowati@unmer.ac.id](mailto:estikowati@unmer.ac.id)

## Abstract

Tourism is a crucial industry that boosts economic development and enhances the well-being of communities close to tourist attractions. Despite its potential as a natural tourist destination, the Cunca Wulang waterfall in West Manggarai Regency, East Nusa Tenggara, is still hampered by its lack of amenities and accessibility. The purpose of this research is to determine how facilities and accessibility affect Gen Z tourists' desire to return to Cunca Wulang Waterfall. With a survey methodology, the research employs a quantitative strategy. Using the Slovin method, the sample size was determined to be 98 Gen Z tourist respondents. The information was gathered using a Likert scale-based survey, and then SPSS was used to do a multilinear regression analysis. According to the findings, facilities had no discernible impact on the desire to return, but accessibility had a beneficial and considerable impact. At the same time, however, accessibility and amenities were shown to have a considerable impact on the desire to return, with accessibility being the most influential factor. To sum up, the ease of getting to tourist attractions is a key element in persuading Gen Z tourists to return, while facilities still need to be upgraded to improve the tourist experience, even if they aren't as important in particular. Local authorities and tourism managers may utilize the findings of this study as a foundation for creating plans for the long-term development of tourism at Cunca Wulang Waterfall.

**Keywords:** Accessibility; Tourism Facilities; Revisit Intention; Gen Z tourists; Cunca Wulang

## Article Info

Received : 2025-10-15  
Revised : 2026-01-21  
Accepted : 2026-01-23  
Published : 2026-01-23

## DOI

[10.26905/jp.v22i2.16298](https://doi.org/10.26905/jp.v22i2.16298)

## Licensed

©2025 Jurnal Penelitian  
This is an open access article  
distributed under the CC BY-SA  
4.0 license  
(<https://creativecommons.org/licenses/by-sa/4.0/>)

## How to cite

Estikowati, E., Jempalu, L. D., & Sugeha, A. Z. (2026). Accessibility And Facilities As Determinants Of Gen Z Tourists' Interest In Returning To Cunca Wulang. *Jurnal Penelitian*, 22(2). <https://doi.org/10.26905/jp.v22i2.16298>

## INTRODUCTION

Tourism has emerged as one of the most vibrant sectors in the global economy, providing revenue, job creation, and enhanced community well-being. In Indonesia, the advancement of tourism is crucial not only for fostering economic progress but also for reinforcing cultural heritage and enhancing regional competitiveness. East Nusa Tenggara (NTT), specifically West Manggarai Regency, boasts significant natural tourism potential. One of its highlights, Cunca Wulang Waterfall, has become a rising natural attraction known for its distinctive scenery, untouched environment, and adventurous trekking paths. However, the growth of tourism at Cunca Wulang faces two major challenges: inadequate access and a lack of necessary tourist facilities. These factors pose difficulties for travelers—particularly younger adventurers—in fully experiencing and appreciating the destination.

Recognizing this problem is important because accessibility and facilities are consistently highlighted in tourism studies as determinants of visitor satisfaction and behavioral intentions.

Accessibility influences how easily tourists can reach a destination, while facilities shape comfort, safety, and the overall quality of the experience. Empirically, previous research confirms that both factors are associated with the likelihood of tourists returning; however, most studies have focused on urban attractions or popular destinations. Meanwhile, studies on remote natural tourism areas in eastern Indonesia remain limited. In addition, Generation Z, as one of the fastest-growing traveler segments, presents unique preferences—digital orientation, time efficiency, safety concerns, and a desire for meaningful experiences—which may shape their assessment of a destination differently from older generations. These differences indicate a gap in existing literature and justify the need for a study specifically addressing Gen Z tourists' behavior at Cunca Wulang.

The issue examined in this research is important and involves many factors. Firstly, if Cunca Wulang isn't easy to reach and doesn't have good facilities, it might not appeal to visitors, which could hinder sustainable tourism growth in the area. Secondly, there is little information on how Generation Z travelers assess these aspects, even though they form a large and important group in domestic tourism. Thirdly, the challenge includes understanding how physical factors like access and facilities interact with tourists' views and their intentions, which calls for detailed research. Fourthly, this study is unique because it concentrates on Gen Z tourists visiting a remote natural site in eastern Indonesia, a topic that hasn't been explored much in existing models about access, facilities, and intentions to return. Lastly, the research has specific goals: to investigate how access and facilities affect Gen Z visitors' desire to return to Cunca Wulang Waterfall.

To fill these gaps, this research uses a quantitative survey method along with multiple regression analysis to look at both the individual and combined impacts of access and facilities on the intention to revisit. By studying these connections, this research hopes to add to the growing knowledge about how young travelers behave and how to develop tourist destinations in natural areas (Respati et al., 2021). Practically, the results are intended to help tourism managers and local government officials create better plans to improve access, enhance facilities, and establish tourism policies that align with what today's younger travelers want.

This study makes a clear scientific contribution to tourism behavior literature through three interrelated aspects. First, it offers a contextual extension by examining revisit intention in a remote waterfall destination in Eastern Indonesia, a setting that remains underrepresented in empirical tourism studies, which predominantly focus on urban, coastal, or well-developed destinations. Second, the study provides a generational insight by specifically investigating Generation Z tourists, whose travel preferences emphasize accessibility, efficiency, and experiential value rather than comfort-oriented facilities. This focus highlights how generational characteristics shape destination evaluation in extreme nature tourism contexts. Third, the study serves as an empirical confirmation that, within adventure-based and remote natural destinations, accessibility functions as a dominant determinant of revisit intention, while facilities play a supportive but secondary role. By integrating geographical remoteness and generational perspective, this research refines existing models of revisit intention and contributes evidence that tourist behavior in extreme nature tourism cannot be fully explained using frameworks developed for mainstream destinations.

## **HYPOTHESES DEVELOPMENT**

Access to amenities and tourism services are frequently recognized as vital factors influencing the intentions of tourists, especially in locations focused on nature and adventure. Accessibility indicates how easily travelers can arrive at a location, considering the distance to travel, the amount of time needed for the journey, the quality of the roads, and the availability of signs for navigation (Ackoff et al., 2010). Improved accessibility minimizes travel obstacles and enhances the perceived ease of travel, consequently increasing the chances of tourists returning to a destination (Zuhriah et al., 2022). Studies conducted in different tourism settings—such as urban, rural, and eco-tourism—indicate that accessibility is a significant factor influencing the likelihood of repeat visitors (Ningtiyas, 2021). Accessibility is especially important for young travelers like Generation Z, as they prioritize efficiency,

safety, and time-saving options when selecting their travel destinations (Laing & Kuntariati, 2022). While there is significant proof that accessibility influences the intention to revisit, there has been little research on this relationship in remote natural destinations in Eastern Indonesia. This creates a gap in understanding both geographical context and generational perspectives.

Tourism facilities, encompassing toilets, parking, rest areas, cleanliness, and general infrastructure, play a vital role in shaping tourists’ satisfaction and behavioral responses (Hasan, 2021). High-quality tourism facilities enhance comfort and safety, contributing to positive destination evaluations and greater willingness to return (Sulistiyana, 2015). Previous studies in natural attractions and adventure tourism settings show that well-maintained facilities significantly influence revisit intention through satisfaction and perceived destination quality (Alvianna & Alviandra, 2020). However, Gen Z tourists exhibit distinctive behavioral patterns—they tend to pursue exploration and authentic experiences over comfort, making the strength of facility influence less predictable (Iswidyamarsha & Dewantara, 2020). This inconsistency in previous findings highlights the need to reassess the role of facilities specifically for Gen Z in natural tourism contexts like Cunca Wulang Waterfall.

Furthermore, accessibility and facilities may jointly contribute to shaping revisit intention. Destination competitiveness frameworks emphasize that when ease of access is supported by adequate facilities, the overall perceived quality improves, leading to stronger behavioral intentions (Chu et al., 2021). Simultaneously analyzing both variables provides a more holistic understanding of the determinants that drive Gen Z tourists’ interest in returning to nature-based destinations. Despite this theoretical foundation, empirical studies combining accessibility and facilities in remote waterfall destinations remain limited, signaling a broader empirical gap.

The assumptions of this investigation are derived as follows from the theoretical underpinnings, empirical data, and the gaps that have been identified:

- H1 : The revisit intention of Gen Z travelers to Cunca Wulang Waterfall is positively and significantly influenced by its accessibility.
- H2 : Tourism amenities have a positive and substantial impact on Gen Z tourists' desire to return to Cunca Wulang Waterfall.
- H3 : Gen Z tourists' revisit intent to Cunca Wulang Waterfall is positively and significantly influenced by tourism infrastructure and accessibility at the same time.

**METHOD, DATA, AND ANALYSIS**

This research adopts a quantitative methodology with an explanatory framework, focusing on examining how accessibility and facilities influence the desire of Generation Z tourists to visit Cunca Wulang Waterfall, located in West Manggarai Regency, East Nusa Tenggara. The site was selected because it is a prominent natural tourist attraction that still struggles with issues related to accessibility and inadequate facilities.

The study identifies two independent variables: accessibility (X1) and tourism facilities (X2), as well as one dependent variable, which is the interest in visiting (Y). The definitions for these variables were derived from the works of (Agnes Dwita Susilawati et al., 2021), (Nasution, 2017), (Sulistiyawati, 2022), and are presented in the following table:

**Table 1:** Operational Definitions of Variables

No	Variable	Operational Definition	Indicator
1	Accessibility (X1)	The ease with which a tourist destination can be reached by tourists who are planning to travel there	<ol style="list-style-type: none"> <li>1. Travel distance</li> <li>2. Directions</li> <li>3. Travel time</li> <li>4. Road conditions</li> </ol>

## Accessibility And Facilities As Determinants Of Gen Z Tourists Interest In Returning To Cunca Wulang

*Estikowati, Lusiana Dominique Jempalu, Anisa Zuhria Sugeha*

No	Variable	Operational Definition	Indicator
2	Tourist Facilities (X2)	All supporting facilities and infrastructure provided at tourist destinations to meet the needs and comfort of tourists	<ol style="list-style-type: none"> <li>1. Completeness, cleanliness, and tidiness of facilities</li> <li>2. Condition and functionality of facilities</li> <li>3. Ease of use of facilities</li> </ol>
3	Revisit Intention (Y)	Tourists' desire or interest in visiting a tourist destination, demonstrated through their willingness to seek information, allocate time/cost, and recommend the destination	<ol style="list-style-type: none"> <li>1. Plans to revisit</li> <li>2. Interest in visiting again.</li> <li>3. Preference for visiting</li> </ol>

The tool that was utilized was a survey that included a Likert scale from 1 to 5, where 1 means "strongly disagree" and 5 indicates "strongly agree."

**Table 2:** Research Instrument Grid

Variable	Indicators	Statement Items
Accessibility (X1)	a. Travel distance	<ol style="list-style-type: none"> <li>1. The location of Cunca Wulang Waterfall can be reached from the center of Labuan Bajo.</li> <li>2. The distance from the city center to Cunca Wulang Waterfall is close.</li> </ol>
	b. Directions	<ol style="list-style-type: none"> <li>3. There are directional signs along the way to the Cunca Wulang waterfall location.</li> <li>4. Directions to the waterfall destination are available along the way.</li> </ol>
	c. Travel time	<ol style="list-style-type: none"> <li>5. The travel time required to reach the tourist destination from the city center is not long.</li> <li>6. The travel time from the parking lot to the waterfall destination does not take long.</li> </ol>
	d. Road conditions	<ol style="list-style-type: none"> <li>7. The road leading to the waterfall destination is paved.</li> <li>8. The road leading to the waterfall destination is wide.</li> </ol>
Facilities (X <sub>2</sub> )	a. Completeness, cleanliness, and tidiness of facilities	<ol style="list-style-type: none"> <li>9. Availability of various culinary options and places of worship.</li> <li>10. The restroom facilities provided are kept clean.</li> <li>11. The parking facilities provided are neatly arranged.</li> </ol>
	b. Condition and Function of Facilities	<ol style="list-style-type: none"> <li>12. Bathrooms are available with clean water.</li> <li>13. The waste disposal facilities are always used properly.</li> </ol>
	c. Ease of using the facilities	<ol style="list-style-type: none"> <li>14. I find the tourist facilities provided easy to locate, such as restrooms, places of worship, and various food options.</li> <li>15. The waste disposal facilities provided are easily accessible in the waterfall area.</li> </ol>
Revisit Intention (Y)	a. Plans to revisit	<ol style="list-style-type: none"> <li>16. I will visit the Cunca Wulang waterfall tourist destination again.</li> </ol>

Variable	Indicators	Statement Items
		17. I have visited before and want to visit again.
	b. Interest in Referring Others	18. I will recommend the Cunca Wulang waterfall tourist destination to my family/relatives. 19. I will recommend the Cunca Wulang waterfall tourist destination to my friends.
	c. Preferred visit	20. The Cunca Wulang waterfall destination met my expectations compared to other waterfalls. 21. I will make the Cunca Wulang waterfall destination my top choice.

The study's participant group includes every tourist who visited Cunca Wulang Waterfall in 2024, amounting to a total of 5,103 individuals. The sample size was calculated utilizing the Slovin formula, allowing for a 10% margin of error, which led to a total of 98 participants. The method of sampling employed was purposive sampling. The criteria for selecting respondents included tourists who are at least 17 years old, belong to Generation Z (those born between 1997 and 2012), and have traveled to Cunca Wulang.

The kinds of data utilized include both primary and secondary data. Primary data was collected by sending out questionnaires designed as Google Forms to Gen Z travelers, whereas secondary data was sourced from publications by the Tourism Office, academic journals, and relevant literature. Data collection methods were implemented using a closed-ended questionnaire that included statements based on variable indicators. Prior to utilization, the tools were assessed for their validity and reliability using Pearson Product Moment tests as well as split-half reliability tests with Guttman coefficients.

The information was examined utilizing SPSS software in multiple phases. Initially, a descriptive statistical analysis was performed to outline the characteristics of the participants and the distribution of their responses. Secondly, tests for classical assumptions were conducted, which involved checks for normality, multicollinearity, and heteroscedasticity, to confirm that the regression model is appropriate (Sugiyono, 2020). Third, a multiple linear regression analysis was conducted to examine the impact of accessibility (X1) and facilities (X2) on the interest in visiting (Y). The equation utilized for regression was:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Explanation:

Y = Interest in visiting,

X1 = Accessibility,

X2 = Facilities,

a = constant,

b1, b2 = regression coefficients,

e = error.

The t-test was used for hypothesis testing to ascertain the partial impact of independent variables on dependent variables, the F-test was used to determine simultaneous effects, and the coefficient of determination (adjusted R2) test was used to measure the proportion of variance in visit interest that can be explained by accessibility and facilities. The alpha level of significance was set at 0.1.

## RESULTS

### Respondent description

Table 3: Respondent data based on gender

No.	Gender	Number	%
1	Male	50	51.0
2.	Female	48	49.0

Total	98	100.0
-------	----	-------

**Table 4:** Respondent data based on number of visits

No	Number of visits	Number	%
1	1 time	37	37.8%
2	2 times	35	35.7%
3	> 2 times	26	26.5
	Total	98	100.0%

According to Table 3, it is noticeable that the larger part of the participants in this research were males, amounting to 50 individuals (51.0%). In contrast, there were 48 female participants (49.0%). The data presented in Table 4 shows that 37 respondents (37.8%) had made a single visit. Following that, 35 respondents (35.7%) reported visiting twice. Lastly, 26 respondents (26.5%) indicated they had visited more than three times. When considering the ages of the participants included in this study, the highest count belongs to those who visited once, which totals 37 respondents (37.8%).

#### Research Instrument Test

- a. To check the validity, the correlation values for each question were matched with the correlation values in the reference table (r table). The r table value for a significance level of 0.1 ( $\alpha$ ) and a sample size of 98 is 0.1671. When looking at the 21 statements examined, all of them showed a positive correlation coefficient higher than the r table value, and the probability was under 0.1 ( $\alpha$ ). This means there is a meaningful connection between the scores for each statement and the overall total score. A strong correlation shows that these statements are effective in measuring the intended variable; in simpler terms, the tools used for this study are valid and appropriate.
- b. The reliability test for all items is presented in Table 5 below. It indicates that the accessibility item has a Guttman Split-Half Coefficient value of 0.863, which is greater than 0.80. The facilities item has a Guttman Split-Half Coefficient value of 0.856, exceeding 0.80, and the interest in returning item has a Guttman Split-Half Coefficient value of 0.826, also higher than 0.80. From these findings, we can say that these items are reliable.

**Table 5:** Reliability test results

Variable	Guttman Split-Half Coefficient	Scale	Description
Accessibility (X1)	0.863	30.80	<i>Reliable</i>
Facilities (X2)	0.856	40.80	<i>Reliable</i>
Revisit intention (Y)	0.826	50.8	<i>Reliable</i>

#### Classical Assumption Test

##### Normality Test

The normality test is utilized to determine if the data prepared for additional analysis follows a normal distribution. To evaluate this, the two-tailed One-Sample Kolmogorov-Smirnov Test may be applied. If the Kolmogorov-Smirnov test table indicates a significance value greater than 0.1, this suggests that the data follows a normal distribution. Conversely, if the significance value is less than or equal to 0.1, the data does not follow a normal distribution. It can be inferred that the data analyzed has residual values that are normally distributed.

**Table 6:** Normality Test

<b>One-Sample Kolmogorov-Smirnov Test</b>		
		Unstandardized Residual
N		98
Normal Parameters <sup>a, b</sup>	Mean	0E-7
	Standard Deviation	2.39545801
Most Extreme Differences	Absolute	.055
	Positive	.055
	Negative	-.043
Kolmogorov-Smirnov Z		.546
Asymp. Sig. (2-tailed)		0.926
	Sig.	.910 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	90% Confidence Interval Lower Bound	.90
	Upper Bound	.914

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Based on 10,000 sampled tables with starting seed 299883525.

**Source:** Processed primary data, 2024

### Multicollinearity Test

The purpose of the multicollinearity test is to ascertain whether there is a significant correlation or interrelationship between the independent variables. A regression model is deemed good if it has no multicollinearity or intercorrelation between independent variables. The tolerance and VIF methods are used to determine the presence or absence of these symptoms. If the tolerance value is  $> 0.10$ , there is no multicollinearity, and conversely, if the tolerance value is  $< 0.10$ , there are symptoms of multicollinearity, or if the VIF value is  $< 10.00$ , there are no symptoms of multicollinearity. It may be inferred that there is no intercorrelation or multicollinearity because the tolerance value of all X variables is  $> 0.10$  or the VIF value of all X variables is  $< 10.00$ , as shown in the table of multicollinearity test results.

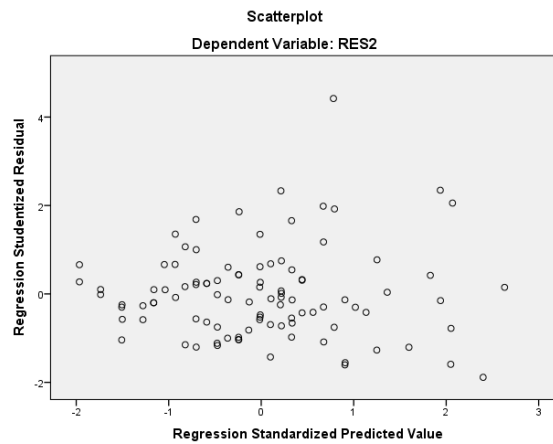
**Table 7. Multicollinearity Test**

X	Multicollinearity Statistics			
	Tolerance	Scale	VIF	Scale
(X1)	0.780	0.10	1.281	10.00
(X2)	0.780	0.10	1,281	10.00

**Source:** Processed data, 2024.

### Heteroscedasticity Test

The heteroscedasticity examination is designed to assess if there is unequal variance among different observers within the regression model. To identify if heteroscedasticity is present or not in a model, we can analyze the arrangement of the scatterplot. Heteroscedasticity is absent if: (1) the arrangement of data points lacks a discernible pattern; (2) the points are distributed both above and below or around the value of 0; (3) the data points do not gather solely above or below. According to the graph provided, it is evident that the data points align with the criteria for decision-making based on the scatterplot, leading to the conclusion that there are no indicators of heteroscedasticity.



Source: Processed data, 2024

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how two or more independent variables (X) influence the dependent variable (Y). The outcomes of the multiple linear regression assessment done with the SPSS software in this research are as follows:

Table 8. Multiple Linear Regression Analysis

Model	Parameter	Unstandardized Coefficients	Standard Error	Standardized Coefficients (Beta)	T	Significance
Accessibility	X1	0.318	0.087	0.373	3.643	.000
Facilities	X2	0.122	0.076	0.164	1.604	.112
<i>Dependent Variable</i>		Revisit intention				
	<i>T<sub>table</sub></i>	t (a / 2 ; n-k -1) = (0.05 ; 94) = 1.66123				
	<i>Constant</i>	13.137				
	<i>R</i>	0.473 <sup>a</sup>				
	<i>R<sub>2</sub></i>	0.223				
	<i>R<sub>2</sub>Adjusted</i>	0.207				
	<i>F<sub>calculated</sub></i>	13.662				
	<i>F<sub>table</sub></i>	F (k ; n - k) = F (2 ; 95) = 2.700				
	<i>Probability</i>	0.000 <sup>b</sup>				
	<i>Line Equation</i>	Y = a + b <sub>1</sub> X <sub>1</sub> + b <sub>2</sub> X <sub>2</sub> + e				
	<i>Result</i>	Y = 13.137 + 0.318 X <sub>1</sub> + 0.122X <sub>2</sub> + 0.01				

Source: Processed data, 2024

Based on the table, it can be explained that the multiple linear regression coefficient Y = a + b<sub>1</sub> x<sub>1</sub> + b<sub>2</sub> x<sub>2</sub> + a found between Accessibility (X1) and Facilities (X2) is Y = 13.137 + 0.318 X<sub>1</sub> + 0.122 X<sub>2</sub> + 0.01. Therefore, it can be concluded that there is a positive relationship between Accessibility (X1) and Facilities (X2) and Interest in Returning (Y).

**The constant (a)** = 13.137 means that without Accessibility (X1) and Facilities (X2), the value of Interest in Returning (Y) is 13.137 units.

**Constant (b<sub>1</sub>)** = 0.318 is significant, if accessibility (X1) increases by one unit, the value of Interest in Returning will increase by 0.318 units.

The constant ( $b_2$ ) = 0.122 is significant, meaning that if Facilities (X2) increase by one unit, the value of Interest in Returning will increase by 0.122 units.

## Hypothesis Testing

### Partial Test (t-test)

The purpose of the partial test or t-test is to ascertain if variable X has an effect on variable Y, either partially or alone. In the t-test, decisions are based on the idea that a sig value of 0.1 indicates that variable X has an effect on variable Y ( $H_a$  is accepted), while a sig value of 0.1 or a calculated t that is greater than the table t implies that there is no effect of variable X on variable Y ( $H_a$  is rejected). The table is  $t(\alpha/2; n-k-1) = (0.05; 94) = 1.66123$ . See Table 7 above for the results of the t test and partial test used in this investigation. The computed t value for the Accessibility variable is 3.643, with a sig value of 0.000. The Accessibility variable has a substantial impact on the Interest in Returning since the sig analysis result of 0.000 is less than 0.1. The Facilities variable has a t-value of 1.604 with a significance level of 0.112. The value of 0.112 for the significance level is higher than 0.1, which means that the Facilities variable does not, on its own, have a significant impact on the intent to return.

The Beta coefficient for Accessibility is 0.318, while for Facilities, it stands at 0.122. Following the reasoning for decision making, if any of the X variables shows a Beta coefficient near 0 and a significance value not exceeding the probability, it indicates that the variable exerts a significant impact. Hence, considering the table mentioned above, it can be inferred that Accessibility significantly influences the outcome.

### Simultaneous Test (F-test)

The F test, also known as the simultaneous test, checks if variable X has an effect on variable Y at the same time. In the F test, the decision is made based on the significance value. If this value is less than the F table, it means that variable X has a joint influence on variable Y (the alternative hypothesis is accepted). On the other hand, if the significance value is more than 0.1, or if the calculated F is greater than the F table value of 2.700, then the hypothesis is accepted. This indicates that both accessibility and facilities have a combined impact on the likelihood of someone wanting to visit again.

### Determination Test ( $R^2$ )

The outcomes of the determination test ( $R^2$ ) are reflected in the coefficient of determination value presented in Table 15 above. The  $R^2$  (R Square) value achieved is 0.223, which corresponds to 22.3%. This means that the share of Accessibility and Facilities in influencing the Interest in Returning to the Cunca Wulang Waterfall Tourist Destination is 22.3%. In other terms, the factor of interest regarding the appeal of the Cunca Wulang Waterfall Tourist Destination can be described or affected by the factors of Accessibility and Facilities by 22.3%, whereas the remaining 77.7% is accounted for by other factors not considered in this research.

## DISCUSSION

### Level of Accessibility and Tourism Facilities According to the Perspective of Gen Z Tourists

According to the study, Gen Z tourists consider the accessibility of Cunca Wulang Waterfall to be satisfactory. The majority of tourists may easily get to the location because of indicators like distance, travel time, directions, and road conditions, which are generally thought to be sufficient. The partial test yielded a significance value of  $0.000 < 0.1$  and a t-value of  $3.643 > t\text{-table } 1.66105$ , demonstrating that accessibility has a considerable impact on the desire to travel. [Febriany & Soeprapto's \(2024\)](#) argument that accessibility is a crucial factor in fostering the development of tourist locations is supported by these findings. [Safari et al.'s 2025](#) study, which supports the idea that easy access encourages tourists to want to come back, is consistent with this as well. However, tourist facilities in Cunca Wulang are still considered to be less than ideal. The quality of amenities like toilets, parking spaces, places of worship,

and restaurants was rated below average. A significance value of  $0.112 > 0.1$  and a t-value of  $1.604 < t$ -table provide further support for the conclusion that amenities have no discernible impact on Gen Z's desire to travel. [Kadafi et al. \(2024\)](#) discovered that facilities have a big influence on whether people want to return to Old Town Jakarta, which goes against this conclusion. Gen Z's personality, which places a higher priority on discovery and adventure experiences than the coziness of amenities, may account for this discrepancy.

### **The Effect of Accessibility on Gen Z Travelers' Interest in Visiting**

Partially, it was demonstrated that accessibility has a notable influence on the interest of Gen Z travelers in visiting certain places, with a beta coefficient of 0.373, indicating it is the strongest factor. This suggests that how easily tourists can reach attractions greatly affects Gen Z's destination choices. These findings support (Kotler & Keller, 2009) argument that accessibility is a crucial external factor influencing consumer choices. Similar findings were noted in [Lin's \(2024\)](#) study, which verifies that accessibility is important in motivating interest in traditional villages. Consequently, this research offers further proof that for Gen Z travelers, accessibility is not just an ancillary aspect, but a fundamental element that influences their decision to visit.

### **The Influence of Tourism Facilities on Gen Z Travelers' Interest in Visiting**

Gen Z's desire to visit is not greatly influenced by amenities, according to the study's findings. The t-value of 1.604, which is less than the t-table value of 1.66105, suggests that facilities are not yet a deciding consideration. This contrasts with the findings of [Phi & Duong \(2024\)](#) and [Sugiyama et al. \(2024\)](#), which demonstrate that facilities have a major impact on repeat visit interest. The characteristics of Gen Z, who are more accepting of facility restrictions as long as the travel experience they are provided is perceived as unique, demanding, and consistent with their expectations for discovery, are believed to be responsible for this variance. This implies that, while facility improvements are still important, facilities are not the most important consideration for Gen Z in the context of adventure tourism like Cunca Wulang. The theoretical contribution of these findings is the confirmation that the preferences of different tourist generations can vary greatly, thus the creation of tourist behavior models must take generational variables into account.

### **The Simultaneous Influence of Accessibility and Facilities on Gen Z Travelers' Interest in Visiting**

The simultaneous test findings reveal that accessibility and facilities have a considerable impact on Gen Z's interest in visiting ( $F$  count 13.662 >  $F$  table 4.83; sig. 0.001 < 0.01), even if the facilities themselves are not particularly noteworthy. This conclusion supports the research by [Kadafi et al. \(2024\)](#), which found that both variables simultaneously influence repeated visit interest in Jakarta's Old Town. This demonstrates that a combination of facilities and accessibility is still essential to enhancing a destination's appeal, even if accessibility is prioritized. The practical implication of this discovery is that local governments and tourism managers should prioritize the creation of access infrastructure while simultaneously enhancing the caliber of auxiliary facilities. In the meanwhile, the scientific contribution lies in improving our understanding of Gen Z tourist behavior, which prioritizes accessibility but still needs facility assistance to complete the tourism experience.

## **CONCLUSION**

This study confirms that accessibility is a major factor influencing Gen Z tourists' interest in visiting Cunca Wulang Waterfall. The ease of reaching the destination, as reflected in travel distance, road conditions, directions, and travel time, has been proven to have a significant effect on young tourists' decision to choose Cunca Wulang as a tourist destination. These findings indicate that the easier a destination is to access, the higher the interest of tourists to visit. Conversely, the availability of tourist facilities has not shown a significant partial influence on the interest to visit. Basic facilities such as toilets, parking areas, places of worship, and food stalls are available, but their limited quality and quantity mean that this factor is not yet a major driver. However, simultaneous testing shows that

facilities still play an important role when combined with accessibility, as both contribute significantly to increasing interest in visiting.

Thus, this research highlights two key areas of focus. Firstly, making accessibility a primary concern in tourism planning is crucial, particularly for attracting Gen Z travelers who prioritize easy access. Secondly, while facilities on their own may not be critical, enhancing the quality and completeness of these amenities is essential for creating a tourism experience that is more thorough, safe, and enjoyable. In practical terms, the findings of this study can guide local authorities and tourism operators to prioritize the development of access infrastructure to Cunca Wulang, alongside ongoing enhancements to the supporting amenities. These insights are vital for ensuring the destination's sustainability, boosting its competitiveness, and reinforcing the status of Cunca Wulang Waterfall as a premier tourist spot in West Manggarai for younger visitors.

## REFERENCES

- Ackoff, R. L., Aguilera-Caracuel, J., Hurtado-Torres, N. E., Aragón-Correa, J. A., Al-Mawali, H., Al-Shbiel, S. O., Alavi, M., Kayworth, T. R., Leidner, D. E., Albino, V., Garavelli, A. C., Gorgoglione, M., Alfaadhel, S., Allame, S. M., Nouri, B. A., Tavakoli, S. Y., Shokrani, S. A. R., Allame, S. M., Nouri, B. A., ... van Tartwijk, J. (2010). Business research methods. *Journal of Knowledge Management*.
- Agnes Dwita Susilawati, Ahmad Hanfan, & Fetalia Haryanti Anugrah. (2021). Pengaruh Brand Image, Brand Ambassador, Word Of Mouth dan Testimony In Social Media terhadap Keputusan Pembelian Hijab Sulthanah di Kota Tegal. *DIALEKTIKA: Jurnal Ekonomi Dan Ilmu Sosial*. <https://doi.org/10.36636/dialektika.v6i1.470>
- Alvianna, S., & Alviandra, R. (2020). *Pengaruh Destinasi Wisata dan Kepuasan Wisatawan Terhadap Minat Berkunjung Kembali di Kampung Wisata Topeng Malang Pengaruh Destinasi Wisata dan Kepuasan Wisatawan Terhadap Minat Berkunjung Kembali di Kampung Wisata Topeng Malang*. December.
- Chu, M., Kim, M., & Yoon, Y. (2021). The Effect on Information Searching Factor of Tourism Destination on the Empathy of Tourism Destination and The Behavioral Intention of Tourists. *Journal of Tourism Management Research*. <https://doi.org/10.18604/tmro.2021.25.1.23>
- Hasan, A. (2021). Green Tourism Marketing Model1. *Media Wisata*. <https://doi.org/10.36276/mws.v13i2.222>
- Iswidyamarsha, C., & Dewantara, Y. F. (2020). Pengaruh Fasilitas Wisata Dan Promosi Terhadap Minat Berkunjung Di Dunia Air Tawar Dan Dunia Serangga Tmii. *Sadar Wisata: Jurnal Pariwisata*. <https://doi.org/10.32528/sw.v3i2.3849>
- Kotler, P., & Keller, K. L. (2009). Marketing management (13th ed.). In *Prentice Hall*.
- Laing, H., & Kuntariati, U. (2022). Pengaruh Atraksi Dan Aksesibilitas Terhadap Minat Berkunjung Ke Desa Wisata Tane ' Olen Setulang Kabupaten Malinau Kalimantan Utara. *Jurnal Tesla : Perhotelan-Destinasia Wisata-Perjalanan Wisata*, 2(2), 1–6.
- Nasution, S. M. A. (2017). The Effect of Price and Service Quality on Customer Satisfaction and Loyalty Customer Waroeng Steak and Shake Medan. *Proceedings of The 7th Annual International Conference (AIC) Syiah Kuala University and The 6th International Conference on Multidisciplinary Research (ICMR) in Conjunction with the International Conference on Electrical Engineering and Informatics (ICELT)*.
- Ningtiyas, E. A. et al. (2021). Analisis Pengaruh Attraction, Accessibility, Amenity, Ancillary Terhadap Minat Berkunjung Wisatawan Melalui Loyalitas Wisatawan Sebagai Variabel Mediasi. *Media Wisata*, 19(1), 83–96.
- Respati, H., Agustina, T., Hidayatullah, S., & Natsir, M. (2021). *The Role of Job Satisfaction as the Basis for Work Motivation to Improve Employee Performance in Government Organizations, Indonesia*.

<https://doi.org/10.36349/easjebm.2021.v04i05.002>

- Sulistiyana, R. (2015). Pengaruh Fasilitas Wisata Dan Harga Terhadap Kepuasan Konsumen (STUDI PADA MUSEUM SATWA). *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*.
- Sulistiyawati, A. (2022). Perubahan Budaya Kuliner Dan Adaptasi Bisnis Kuliner Di Masa Pandemi Covid-19. *Journey: Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management*. <https://doi.org/10.46837/journey.v5i2.124>
- Zuhriah, I. A., Alvianna, S., Hidayatullah, S., & Patalo, R. G. (2022). Dampak Attraction , Accessibility , Amenity , Ancillary Terhadap Minat Berkunjung Wisatawan Di Destinasi Wisata Religi Makam Gus Dur Kabupaten Jombang. *Jurnal Tesla:Perhotelan -Destinasi Wisata -Perjalanan Wisata*, 2(1), 1–11.
- Febriany, K., & Soeprapto, V. S. (2024). Pengaruh Aksesibilitas Dan Fasilitas Terhadap Minat Berkunjung Wisatawan Di Kampung Ekowisata. *Kaganga:Jurnal Pendidikan Sejarah Dan Riset Sosial Humaniora*, 7(2), 1065–1074. <https://doi.org/10.31539/Kaganga.V7i2.10681>
- Kadafi, P. A., Hasudungan, R. T., & Yusrini, L. (2024). Pengaruh Atraksi Wisata, Citra Destinasi Dan Pengalaman Wisatawan Terhadap Minat Wisatawan Generasi Z Berkunjung Kembali Ke Kota Tua Jakarta. *Jothh: Journal Of Tourism And Hospitality Horizon*, 1(1).
- Lin, M. (2024). Understanding The Influencing Factors Of Tourists' Revisit Intention In Traditional Villages. *Heliyon*, 10(15), E35029. <https://doi.org/10.1016/j.heliyon.2024.E35029>
- Phi, L. H., & Duong, H. T. (2024). Factors Affecting Generation Z's Intention Of Choosing A Tourism Destination. *African Journal Of Hospitality, Tourism And Leisure*, 13(3), 486–493. <https://doi.org/10.46222/Ajhtl.19770720.532>
- Safari, A., Edison, E., & Gita, V. (2025). Pengaruh Daya Tarik Wisata Dan Aksesibilitas Terhadap Minat Berkunjung Di Kampung Cakrawala Kab. Sukabumi. *Manajemen Dan Pariwisata*, 4(2).
- Sugiyama, A. G., Suhartanto, D., Lu, C. Y., Rediyasa, I. W., Sulaeman, R. P., & Renalda, F. M. (2024). Tourist Satisfaction And Revisit Intention: The Role Of Attraction, Accessibility, And Facilities Of Water Park Tourism. *Geojournal Of Tourism And Geosites*, 52(2), 257–266. <https://doi.org/10.30892/Gtg.52125-1202>
- Sugiyono. (2020). *Memahami Penelitian Kualitatif*. Penerbit Alfabeta.